

The Robert Simpson Company, Limited

Every Distinguishing Mark of Good Clothes



is found in Simpson's Men's Wear, no matter what the price. The first thing noticed in a man's clothing is color, then weave and cut; finally, finish. **SIMPSON CLOTHES SHOW** not only the newest shades in every material, but also the standard, always-in-demand shades, while the textures show a wide range, accenting some of the newer weaves. The cutting and finishing are done under our specifications and direction, by most experienced tailors. The results amply justify the constant attention we give to every detail of their construction.

SIMPSON CLOTHES HAVE AN EXCELLENCE THAT IS THE RESULT OF CAREFUL PLANNING AND PERFECT EXECUTION.

"Durward's" English Made Winter Coats

Exclusive Coats for Winter Wear. They have the style—they have superior quality materials—and they have warmth without excessive weight. A "Durward" Coat, made from a warm soft medium shade plain brown coating, cut double-breasted style with belted back; perfect fitting and nicely tailored. Price **30.00**

(Main Floor)

Men's Blue Suits

There is no suit more satisfactory for steady wear than a Blue Suit. One made from a fine English cheviot cloth, in good navy blue, with a very slightly rough surface, cut smart single-breasted three-button style, with single-breasted five-button vest and fashionable trousers, good wearing linings and best workmanship. Price **18.00**

(Main Floor)



Handsome Carpets and Rugs

Serviceable Hard-Wearing Union Carpets, 36 inches wide, for bedrooms, greens, greens and tans, red and tans, at per square yard **34 and 48**

Splendid value in inexpensive Imported Art Wool Rugs, good designs and colors:

- 7.6 x 9.0. Special price ... **6.35 and 8.75**
- 9.0 x 9.0. Special price ... **6.75 and 10.50**
- 9.0 x 10.6. Special price ... **7.95 and 12.25**
- 9.0 x 12.0. Special price ... **9.25 and 13.75**

Seamless English Velvet Squares, handsome medallion and all-over designs, in tans, greens, etc. A hard-wearing rug at small cost:

- 9.0 x 9.0. Extra value **12.00**
- 9.0 x 10.6. Extra value **13.75**
- 9.0 x 12.0. Extra value **15.00**
- 10.6 x 12.0. Extra value **18.75**

English Wilton Rugs that cost no more than Brussels, rich warm colors, good Oriental designs, splendid wearing qualities:

- 6.0 x 9.0. Extra value **14.50**
- 9.0 x 9.0. Extra value **19.25**
- 9.0 x 10.6. Extra value **22.50**
- 9.0 x 12.0. Extra value **25.00**

(Fourth Floor)

The Store Will Remain Closed All Day Tomorrow--New Year's Day



Draperies

A well-curtained house is a home-like house. There is little excuse for lack of proper hangings with the present lowered scale of prices in the drapery section. These are typical of many.



WHITE FILET LACE, 85c YARD.

For window curtains in any and all rooms. It is the newest, strongest, prettiest and most reliable of all the washing laces or nets for window curtains or bedspreads. 50 inches wide. The designs are taken from the original hand-made lace and are the best shown this season. This is a new lot just arrived. Tuesday, yard **.85**

NEW SCRIM CURTAINS, \$8.25 PAIR.

Ecru, Cream and Ivory Scrim, treated with beautiful filet and Arabic lace and insertion, are the latest and most effective of window curtains; 2 1/2 and 3 yards long by 50 inches wide. Tuesday, pair **8.25**

BEAUTIFUL NOTTINGHAM LACE CURTAINS AT \$8.00 PER PAIR.

Very much below the regular price, and only a small lot left. A great many are worth almost double price. Marked for Tuesday, pair **8.00**

FRENCH STRIPE SILKS, \$2.00 YARD.

The new Stripe or stripe silk is very decorative either as a wall covering, window or door hanging. 50 inches wide, in soft shades of rose, blue, helle, champagne, etc., gives excellent satisfaction when used on reception furniture. Exceptional value Tuesday, yard **2.00**

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VOILES AND MARQUISSETTES, 50c, 60c AND 75c

A very beautiful showing of these soft, dainty bedroom hangings, in a beautiful assortment of color combination borders, with plain white, ecru or cream centres, some showing self-colored silk stripe. Tuesday, yard **.50, .60 and .75**

STENCILED SCRIMS, 30c YARD.

The most decorative of curtain fabrics at the price; conventional and floral borders in an endless variety of shades suitable for living-room, bedroom or den. Tuesday, yard **.30**

RICH TAPESTRY PORTIERES, \$6.50 PAIR.

Very highly mercerized, giving a rich, silky appearance, with heavily knotted fringe top and bottom; some have the new gimp edge one side and bottom; in soft tones of green, brown and crimson; 3 yards long, 50 inches wide. Special value Tuesday, pair **6.50**

Our Contract Department offers very special inducements to those about to furnish a new home or refurbish the present one. Competent workmen for all kinds of decorations, designs, and estimates submitted free of charge in any period or style required. Phone or write Contract Department, Fourth Floor.

THE ABOVE SPECIALS ARE ON SALE TODAY

Furnishings for Men

Men's Ceylon Flannel Shirts, in small neat stripes, separate lounge collar, double cuffs, good fitting, comfortable cold weather shirts. Each **1.50 and 2.00**

Men's Flannelette Pyjamas, soft, fleecy makes, cut large and roomy, pocket, military collar with kite-shape fronts, all sizes, 1.50 and **2.00**

Men's Flannelette Night Robes, in assorted stripes, large English makes, also plain heavy cream flannelette, all made with turn-down collar and closed wristbands. Special, each **1.00**

Men's Plain and Pleated Fronts in Neglige Shirts, in a varied assortment of small stripes, best Canadian makes, coat style with small cuff attached; all sizes and half sizes from 14 to 18. Special, **1.00**

Men's Better Quality Shirts, in the very best American and Canadian cuts, guaranteed to fit, attached cuffs, coat styles, plain or pleated, well assorted stripes, in blacks, blues, purples, tans, etc.; all sizes, at each **1.25, 1.50, 2.00 and 2.50**

New Silk Neckwear, in plain color bengalines and reps, fancy mixtures, stripes, etc., with fancy and plain bordered ends, also knitted silk effects, showing bias cross-bars and stripes. Each **.50, .75 and 1.00**

Men's Elastic Suspenders, in all the well-known makes, brass trimmed, patent fastenings and best leather ends. Per pair **.50, .75 and 1.00**

(Main Floor)

A Grand Boot Combination

Victor Boots FOR MEN

Their perfect fit, lasting shape, choice material and custom workmanship need no special mention. Our "Victor" Shoe customers know these things—others can only know by wearing the shoes.

We carry all kinds of shoes, but when we have fitted you out in a pair of "Victor" Shoes, we somehow feel more contented, because we know you have bought the best shoes made.

The new Winter styles for dress and street wear are unusually attractive, made in all leathers, sizes and widths.

4.00 4.50 5.00

Here is a store where we take genuine interest in seeing that you are properly fitted with shoes that suit your individual taste; a store where prompt, courteous attention prevails—always.

"Classic" Boots For Misses and Children

Fifty thousand dollars' worth of "Classic" Shoes for misses, children and infants in stock at one time should be convincing evidence of their superiority. They are made in all leathers and combinations of leathers on the "back to nature" lasts, that has made them famous from coast to coast.

"Classic" Shoes carry the Robert Simpson Company's broad guarantee: "Your money back if you want it." We would like to show you some of the newest models on sale now.



"Queen Quality" Boots For Women

"Queen Quality" Shoes have more wearers, and more loyal ones, than any other shoe in the world. The factory's capacity is 5,000,000 pairs a year! Think of it!

The moral is plain. No shoe could possibly achieve such tremendous popularity unless it was in every way worthy of it.

We have the sole agency for this famous shoe, and you, therefore, are assured of the very newest styles and best possible fit.

An early inspection is invited.

We now have ready an inviting array of "Victor," "Queen Quality" and "Classic" Shoes for morning, afternoon or evening wear, for indoors or out, in every popular size and width. This is a good time to test our service.



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